

BINUS UNIVERSITY

Faculty of Economic and Communication**Accounting and Finance Department****Thesis of Bachelor Degree In Accounting****Even Semester 2014/2015****ANALYSIS INFLUENCE OF DIVIDEND DECLARED TOWARD
ABNORMAL RETURN AND TRANSACTION VOLUME OF STOCK
BEFORE AND AFTER THE ANNOUNCEMENT****Oscar Giovanni****1501194803****ABSTRACT**

This research is created to understand the market reaction toward information of dividend announcement. This market reaction can be measured by observing abnormal return and trading volume activity. Samples were taken from KOMPAS 100 with 63 companies in total. This analysis is being done by using event study through the application called Paired-Sample T Test. Before Paired-Sample T Test, normality test need to be tested with the standard of above 0.05 in Kolmogorov-Smirnov and near 0 of the amount of Skewness and Kurtosis aspect. Based on the result of this research, dividend announcement did not give any significant changes to abnormal return and trading volume activity.

Keywords: abnormal return and trading volume activity.